



# USDA Weekly Retail Turkey Feature Activity

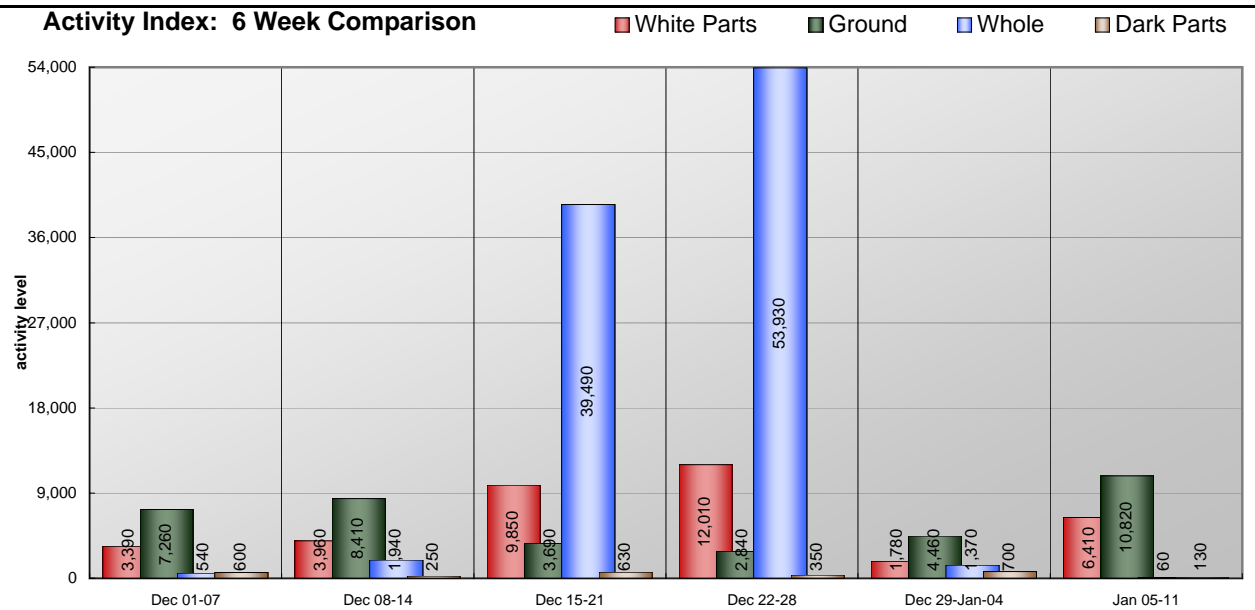
Fri. Jan 05, 2007

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/05 thru 01/11.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

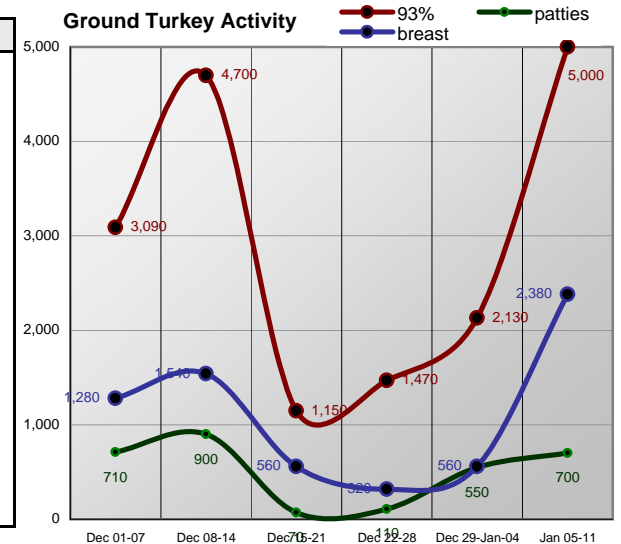
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate 1/</b>	<b>67.8% of 17,000 outlets</b>		<b>25.6% of 17,000 outlets</b>		<b>56.3% of 16,700 outlets</b>	
<b>Special Rate 4/</b>	<b>5.7%</b>		<b>3.6%</b>		<b>12.1%</b>	
<b>Activity Index 2/</b>	<b>18,770</b>		<b>8,740</b>		<b>24,930</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens	10	1.09	170	1.25		
" - Toms	10	1.09	170	1.26		
Frozen - Hens	20	0.89	550	0.83	620	0.81
" - Toms	20	0.89	480	0.77	630	0.81
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh			160	2.20	490	1.97
Frozen	480	1.40	240	1.85	420	1.55
<b>Hotel Style</b>						
Fresh	200	1.49				
Frozen						
<b>Split, bone-in</b>						
Fresh					660	2.64
Rotisserie	730	5.73	340	5.93	3,290	6.97
<b>Boneless, whole</b>						
Cutlets	2,150	4.37	50	3.99	110	2.99
Cutlets, thin sliced	310	4.73	570	3.99	2,580	4.26
Strips	700	4.54			910	4.33
Tenders	1,840	3.96	420	3.99	2,050	4.01
Marinated Tenders	990	3.50	430	3.90		
<b>Drumsticks</b>						
Thighs			150	1.22	350	1.28
Wings	110	0.99	10	1.58		
Necks			140	1.19	320	1.29
Smoked Drumsticks	10	2.39			130	1.68
Smoked Wings	10	2.39	380	1.69	40	1.39
Smoked Necks			10	1.69	40	1.39
<b>GROUND TURKEY:</b>						
Patties	10,820	2.59	700	2.79	4,460	2.51
Sausage					12,290	2.63
85% lean	1,030	2.59	700	2.65	1,280	2.59
93% lean	1,710	1.70	550	2.55	2,400	2.58
Breast	5,000	2.18	250	1.43	2,190	1.66
Rolls (frsh/frz 1 lb.)	2,380	4.02	560	2.22	3,690	2.27
	360	1.02			2,730	3.96

Note: rolls not included in ground fresh ground turkey total and weighted average.



**Turkey Featuring - 01/05 thru 01/11**

Turkey feature activity at supermarkets into the first full week of the new year is up sharply, dominated by lean breast cuts and ground products. Boneless breast cuts are a popular feature item this week as retailers look to benefit from post-holiday consumer dieting. Frequency and price were comparable to the same period last year. Ground turkey is enjoying a significant level of feature activity with 93% lean and ground breast leading the way, again, with an eye towards dieting shoppers. Overall, the feature rate for turkey is up from last year but fewer items are being promoted and less specials are being conducted.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



# USDA Weekly Retail Turkey Feature Activity

Fri. Jan 05, 2007

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/05 thru 01/11.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	71.3% of 7,900 sampled outlets 2.6% of stores w/ no-price promotions Activity Index = 7,890			50.0% of 5,200 sampled outlets 6.5% of stores w/ no-price promotions Activity Index = 3,230			83.6% of 3,900 sampled outlets 10.9% of stores w/ no-price promotions Activity Index = 7,290		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	1.09	10	1.09						
" - Toms	1.09	10	1.09						
Frozen - Hens							0.89	20	0.89
" - Toms							0.89	20	0.89
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.59	10	1.59	0.99 - 1.59	420	1.38	1.59	50	1.59
Hotel Style									
Fresh	1.49	200	1.49						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.97 - 7.99	500	5.65	4.97 - 8.99	190	5.44	7.99	40	7.99
Boneless, whole									
Cutlets	3.99 - 4.29	540	4.01	3.49 - 4.54	150	4.37	3.99 - 4.54	1,460	4.51
Cutlets, thin sliced	4.59 - 4.99	300	4.73				4.59	10	4.59
Strips				4.54	120	4.54	4.54	580	4.54
Tenders	3.69 - 3.99	240	3.75	3.99	140	3.99	3.91 - 3.99	1,460	3.99
Marinated Tenders	2.49 - 4.05	490	3.95				2.66 - 3.73	500	3.06
Drumsticks									
Thighs									
Wings	0.99	110	0.99						
Necks									
Smoked Drumsticks				2.39	10	2.39			
Smoked Wings				2.39	10	2.39			
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.99 - 2.79	220	2.66	2.00 - 3.00	340	2.78	3.00	140	3.00
Sausage	2.39 - 3.00	300	2.55	2.08 - 3.00	280	2.78	2.50	450	2.50
85% lean	1.29 - 1.75	880	1.61	1.49 - 1.82	500	1.67	1.58 - 1.99	330	1.97
93% lean	1.97 - 2.69	3,380	2.11	1.90 - 2.55	750	2.24	2.39 - 2.69	870	2.42
Breast (99-100% lean)	3.19 - 4.39	700	4.04	3.49 - 4.39	320	4.09	3.91 - 3.99	1,360	3.99
Rolls (frsh/frz 1 lb.)				0.99 - 1.00	340	1.00	1.39	20	1.39